

**SINGLE ASSIGNEE
CASE SPECIFIC POWER OF ATTORNEY**

**POWER OF ATTORNEY
and
CORRESPONDENCE ADDRESS
INDICATION FORM
and
STATEMENT UNDER 37 CFR 3.73(b)**

Application Number	10/500,158
Filing Date	January 27, 2005
First Named Inventor	Craig George COCKERTON
Title:	AUDIO VISUAL MEDIA ENCODING SYSTEM
Attorney Docket Number:	290627US8PCT

I hereby appoint:

- Practitioners associated with the Customer Number

22850

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please recognize or change the correspondence address for the above-identified application to:

- The address associated with the above-mentioned Customer Number.

I am the:

- Assignee of record of the entire interest. See 37 CFR 3.71.

Telecom NZ Limited
(Name of Assignee)

, a Corporation

(Type of Assignee, e.g., corporation, partnership,
government agency, etc.)

- States that it is the assignee of the entire right, title, and interest. A copy of the assignment is attached.

SIGNATURE OF ASSIGNEE OF RECORD

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.



Signature

SNORRE KJESBU

Printed or Typed Name

VP of TECHNOLOGY & INNOVATION

Title

August 17, 2007

Date

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Telephone Number

THIS FORM CAN ONLY BE SIGNED WHERE THERE IS ONLY A SINGLE ASSIGNEE